

Message Text

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46

ACTION EB-05

INFO OCT-01 ARA-10 ISO-00 DRC-01 RSC-01 /018 W

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R 131313Z DEC 73

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 4645

INFO USDOC WASHDC

AMEMBASSY MONTEVIDEO

AMEMBASSY ASUNCION

UNCLAS BUENOS AIRES 9037

COMMERCE FOR OIM.

E.O. 11652: N/A

TAGS: BEXP-AR-PA-UR.

SUBJECT: ESTABLISHING FY 1975 OBJECTIVES.

REF: STATE 240265.

1. USTC ESTIMATES FOR PARTICIPATION AND INCREMENTAL SALES
OBJECTIVES FOR FY' 75 AS FOLLOWS:

	EXHIBITIONS	JEEPS	BSPS
TOTAL EXHIBITORS	32	15	30
TOTAL NTE/M EXHIBITORS	16	15	5

INCREMENTAL SALES	\$ 4.5	\$ 1.5	\$ 2.0
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2. TOTAL BSP EVENTS FOR FY'75 BASED ON MINIMUM UTILIZATION
USTC EXCLUDING SUMMER PERIOD MID DECEMBER THROUGH
END FEBRUARY WITH ADDITIONAL 8 WEEKS IN FY'75 THAT
INCLUDE ARGENTINE HOLIDAYS FALLING MAINLY MID-WEEK.

3) ABOVE FIGURES REPRESENT ESTIMATES ONLY FOR IN-HOUSE
TRADE CENTER EVENTS AND DOES NOT INCLUDE OFF-SITE BSPTS
IN ARGENTINA NOR EVENTS SPONSORED BY TRADE CENTER IN
URUGUAY. OFF-SITE BSPTS ARE HELD WHENEVER (1) SPACE NOT
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AVAILABLE AT TRADE CENTER (2) AGENT PREFERS SHOW DEMONS-

TRATIONS OUTSIDE OF BUENOS AIRES OR IN CONJUNCTION WITH
DOMESTIC ARGENTINE SHOWS (3) AGENT PARTICIPATES IN SUBSE-
QUENT EXHIBITIONS IN ARGENTINA AFTER PARTICIPATING IN TRADE
CENTER EVENT (4) DETERMINATION IS MADE TO USE MATERIAL
AT SYMPOSIUM FOR SEMINAR NOT HELD AT TRADE CENTER FOR
DIVERSE REASONS.
KREBS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BUENOS09037
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BUENOS AIRES
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1973/newtext/t19731227/aaaaatzb.tel
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Office: ACTION EB
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
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30 JUN 2005

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